The Data Management Survey 24

The voice of the data management community

This is a specially produced summary
by BARC of the headline results for

TimeXtender

BARC

The Data Management Survey 24: TimeXtender Highlights Dashboard

KPI results

3 top rankings

and

14 leading positions

in 1 peer group.
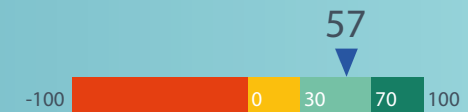
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Recommendation

91%

of surveyed users say they would **recommend** TimeXtender.*

* Based on the aggregate of "Definitely" and "Probably".

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Net Promoter Score (NPS)

57

-100   0   30   70   100

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Implementer Support

100%

of surveyed users rate TimeXtender's **implementer support** as **excellent** or **good**.*

* Compared to 74% for the average data management tool.

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Satisfaction

91%

of surveyed users are **satisfied** with TimeXtender.*

* Based on the aggregate of "Very Satisfied" and "Rather Satisfied".

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Usability

100%

of surveyed users rate TimeXtender's **usability** as **excellent** or **good**.*

* Compared to 71% for the average data management tool.

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Peer Groups and KPIs

The KPIs

The Data Management Survey 24 provides the reader with well-designed KPI dashboards packed with concise information, which can be absorbed at a glance. The KPIs all follow these simple rules:

- Only measures that have a clear good/bad trend are used as the basis for KPIs.
- KPIs may be based on one or more measures from The Data Management Survey.
- Only products with samples of at least 15 - 30 (depending on the KPI) for each of the questions that feed into the KPI are included.
- For quantitative data, KPIs are converted to a scale of 1 to 10 (worst to best).
- A linear min-max transformation is applied, which preserves the order of, and the relative distance between, products' scores.

The terms 'top-ranked' and 'leader' are used in the chart titles. 'Top-ranked' indicates first position. 'Leader' usually denotes a position in the top 22-33% or (in peer groups of five vendors) the top 2 products listed in the chart.

Peer Group Classification

The Data Management Survey 24 features a range of different types of data management tools so we use peer groups to help identify competing products. The groups are essential to allow fair and useful comparisons of products that are likely to compete.

The peer groups have been defined by BARC analysts using their experience and judgment, with segmentation based on two key factors:

1. Usage scenario – these peer groups are based on how customers say they use the product.

2. Functional capabilities – apart from the (most common) usage, we also examine the whole set of functions that a product is able to perform/provide.

TimeXtender features in the following peer group:

- Data Warehouse Automation

Peer Groups Overview

Cloud Data Warehousing: Data warehouse platforms provided as a service in the cloud.

Analytical Database Products: Relational database technologies optimized for analytical workloads.

Data Warehouse Automation: Tools to automate data or requirements-driven data warehouse design and implementation.

Data Catalogs: 'Yellow pages' to support search for data and to support governance leveraging metadata in a highly user-friendly environment.

Data Intelligence Platforms: Platforms that support search & discovery, data governance, data collaboration and data access through the automated integration, preparation and analysis/usage of metadata.

Data Platforms: Mainly SaaS platforms that provide integrated end-to-end functionality from data integration to analysis with a special focus on business user support to cover self-service requirements.

Data Pipelining Products: Tools that support various integration patterns to get data connected and make it usable for business purposes.

Peer Group
Data Warehouse Automation

Top-ranked in

Recommendation

Ease of Use

Connectivity

Leader in

Business Benefits

Project Success

Business Value

Price to Value

Vendor Support

Implementer Support

Product Satisfaction

Time to Market

Customer Satisfaction

Adaptability

Development & Content Creation

User Experience

Platform Reliability

Competitive Win Rate

The Data Management Survey 24

3 Top ranks   **14** Leading

Peer Group Data Warehouse Automation

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The Data Management Survey 24

Top-ranked
Recommendation

Peer Group Data Warehouse Automation

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The Data Management Survey 24

Top-ranked
Ease of Use

Peer Group Data Warehouse Automation

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The Data Management Survey 24

Top-ranked
Connectivity

Peer Group Data Warehouse Automation

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BARC Summary

User ratings for TimeXtender are consistently above average except in the *Functionality* and *Technical Foundation* KPIs. 43 percent of respondents claim to experience no significant problems at all with TimeXtender. 'Ease of use for technical users' and 'high functional fit' are the top reasons for choosing TimeXtender, with 87 percent and 74 percent respectively citing these motivations to buy. Although utilized mostly by technical users, 57 percent claimed 'ease of use for business users' as a reason to pick TimeXtender, while not a single survey respondent reported 'usability issues for business users.' Both TimeXtender's 'connectivity to source/target systems' and 'strong consulting partnership' were stated as reasons to buy for 65 percent of respondents. TimeXtender achieved a Net Promoter Score of 57 and an excellent set of results in this year's Data Management Survey, including three top ranks and 14 leading positions in the *Data Warehouse Automatio*n peer group.

"
Very good product.

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External consultant, Public sector, >2,500 employees

"
Great.

BARC

Data engineer/data manager, Consulting, 100-2,500 employees

"
Like the tool marketing says, it extends your time. It writes better code and is faster than the usual process.

BARC

Data engineer/data manager, Consulting, <100 employees

"
Positive, in both the tool itself as well as the company behind it.

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Data engineer/data manager, Technology in healthcare, retail etc., 100-2,500 employees

❝

Time to market. Low code that enables the common user to use the tool.

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❞ *Data engineer/data manager, Consulting, <100 employees*

❝

Rapid development cycle.

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❞ *External consultant, Public sector, >2,500 employees*

❝

Easy to learn and easy to master, most BI problems can be solved by using TimeXtender.

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❞ *Data engineer/data manager, Consulting, 100-2,500 employees*

❝

Easy to use tool, flexible in type of source and goal of database. Logic is defined in the tool itself, and independent of the source the same logic can be applied. Very good support on questions/issues with the tool.

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❞ *Data engineer/data manager, Technology in healthcare, retail etc., 100-2,500 employees*

❝

Ease of use.*

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❞ *Person responsible/project manager for BI from IT department, Retail/Wholesale/Trade, 100-2,500 employees*

*Translated by BARC

TimeXtender overview

TimeXtender is a software provider that specializes in data warehouse automation. Its headquarters are located in Aarhus (Denmark) and Washington (USA). TimeXtender was founded in Denmark in 2006 to minimize coding and automate repetitive tasks for data extraction. Since then, the company has formed technology partnerships with several other large vendors and increased its activities in the United States. It now has 86 employees that serve more than 3,300 customers through its global network of over 200 partners.

TimeXtender is a low-code data integrator and estate builder. Using TimeXtender, organizations can easily integrate their siloed data into a data lake, model a data warehouse, and define data marts for multiple BI tools and endpoints. TimeXtender overlays data storage infrastructure, connects to many data sources, and integrates data preparation capabilities that users need into a single, unified solution.

TimeXtender's main goal is to empower non-tech-nical users by automatically generating code to extract data. However, it also supports custom code if necessary. In 2017, TimeXtender moved to a subscription-only model, making it a software as a service (SaaS) company. TimeXtender supports on-premises, cloud and hybrid deployment models. While implementations are mostly on-premises, TimeXtender also supports Azure Synapse Analytics, Azure SQL Database and Snowflake environments. TimeXtender can extract data from over 250 data sources, including SQL Server, SAP, Dynamics, Oracle, DB2 and CSV files.

TimeXtender guides users step-by-step through the process of ingesting data, building data warehouse models and building data marts, all on one screen that features a no-code/low-code development interface. It records all actions as metadata to support data movement, lineage views, project orchestration and data governance.

With respect to efficiency, TimeXtender reduces and even eliminates the human effort of various development steps. Predefined sets of tasks, known as Execution Packages, simplify development and can accelerate time to market. For performance, TimeXtender automatically reorganizes the execution plan to provide the fastest possible execution of all selected tables. TimeXtender also recently announced a ChatGPT-enabled data integration co-pilot, XPilot, to enhance user experience with real-time, knowledgeable assistance.

Versions used

n =17

TimeXtender customer responses

This year we had 23 responses from TimeXtender users. At the time of the survey, 88 percent of them were using version 20 and 12 percent were running version 10.

Introduction

The Data Management Survey 24 is based on the findings from BARC's major survey of data management end users, conducted from January to May 2023. In total, 960 people responded to the survey with 700 answering a series of detailed questions about their use of a named product. Altogether, 21 products (or groups of products) are analyzed in detail.

The Data Management Survey 24 examines user feedback on data management product selection and usage across 32 criteria (KPIs) including *Price to Value*, *Recommendation*, *Functionality* and *Product Satisfaction*.

This document contains just a selection of the headline findings for TimeXtender. It does not show all the KPI results and focuses mainly on the positive findings.

For more information on the survey, visit The BI Survey website.
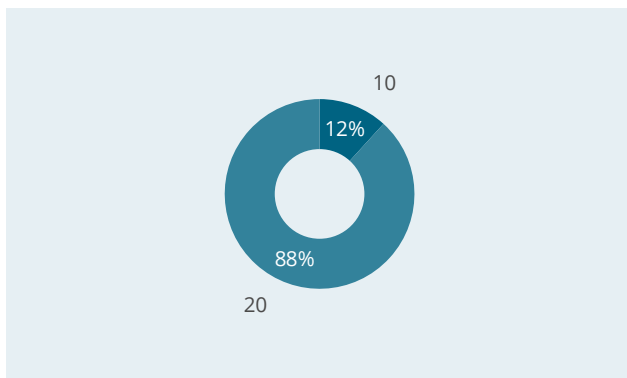
User and Use Case Demographics
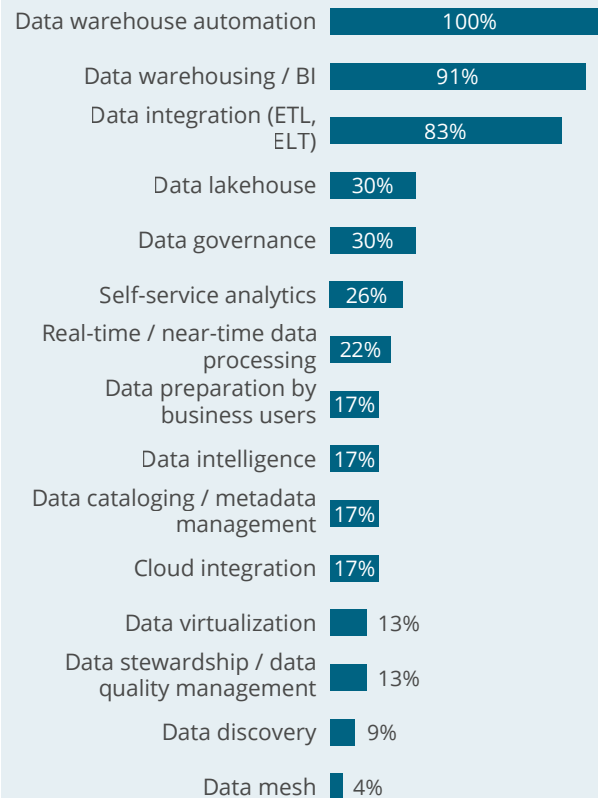
BARC Comment

Customers mainly use TimeXtender for BI / data warehousing (91 percent) and data integration (83 percent). Notably, 100 percent of respondents use TimeXtender for data warehousing automation, a significant increase from 67 percent last year and validation of the product's success in hybrid data warehouse environments. The majority of users apply TimeXtender to data warehouses and data lakes, with just 30 percent using it for data lakehouse and 4 percent for data mesh environments.

Two thirds of TimeXtender's customer base comprises mid-sized companies with 101-2,500 employees. 69 percent have some form of on-premises deployment, 30 percent hybrid and 39 percent strictly on-premises. TimeXtender has expanded within its accounts, jumping from a median of 3 consumers per company last year to a median of 20. Only 26 percent of respondents have employees using the platform for self-service analytics and 17 percent have business users using it for data preparation. This suggests the majority of users have technical roles.

TimeXtender has a mean of 3 admins per company, much lower than the mean of 9 for all products in the Data Warehouse Automation peer group. It also has a lower than average number of experts per company: a mean of 3 versus a mean of 14 for the peer group as a whole. These statistics support the idea that TimeXtender requires little oversight and remains easy to use.
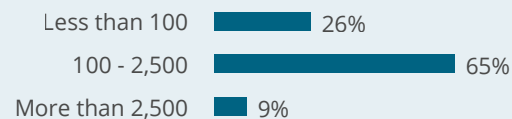
Use cases

n=23

Use case	Percentage
Data warehouse automation	100%
Data warehousing / BI	91%
Data integration (ETL, ELT)	83%
Data lakehouse	30%
Data governance	30%
Self-service analytics	26%
Real-time / near-time data processing	22%
Data preparation by business users	17%
Data intelligence	17%
Data cataloging / metadata management	17%
Cloud integration	17%
Data virtualization	13%
Data stewardship / data quality management	13%
Data discovery	9%
Data mesh	4%

Company size (employees)

n=23

Size	Percentage
Less than 100	26%
100 - 2,500	65%
More than 2,500	9%

Total number of admins per company

n=21

	Median	Mean
TimeXtender	2	3
Data Warehouse Automation	3	9

Total number of experts per company

n=19

	Median	Mean
TimeXtender	3	3
Data Warehouse Automation	5	14

Total number of consumers per company

n=19

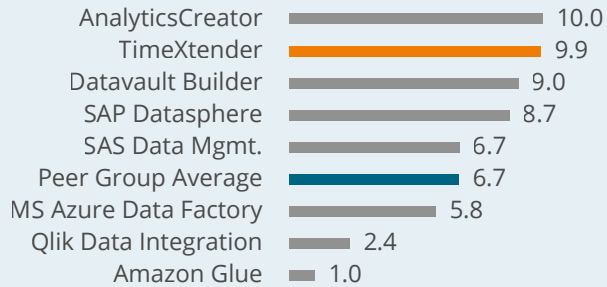|	Median	Mean
TimeXtender	20	35
Data Warehouse Automation	10	128

Business Benefits & Project Success

The *Business Benefits* KPI is based on the achievement level of a variety of business benefits.

The *Project Success* KPI is based on the level of satisfaction with implementations and the frequency of projects completed on time and on budget.

Business Benefits – Leader

Peer group: Data Warehouse Automation

Product	Score
AnalyticsCreator	10.0
TimeXtender	9.9
Datavault Builder	9.0
SAP Datasphere	8.7
SAS Data Mgmt.	6.7
Peer Group Average	6.7
MS Azure Data Factory	5.8
Qlik Data Integration	2.4
Amazon Glue	1.0

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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

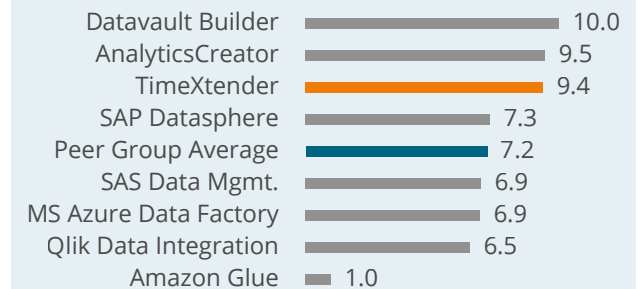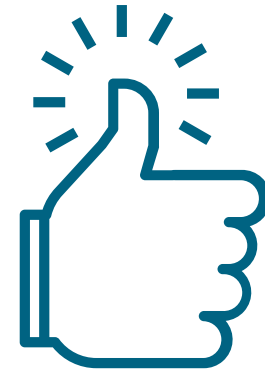## BARC Viewpoint

Business Benefits

The *Business Benefits* KPI represents the real benefit of projects after implementation. This year, 74 percent of users reported a high functional fit with use case requirements, well above the average of 55 percent. Every single respondent reported "high" or "moderate" improvement of supplier or partner relationships when using TimeXtender . The ability to create data marts with no code demonstrates a commitment to creating valuable BI assets. This year, TimeXtender holds a second-in-class *Business Benefits* KPI of 9.9/10.

Project Success

BARC Viewpoint

The *Project Success* KPI represents customer satisfaction with the project implementation, both in terms of technical and business aspects, and completion within the set timeframe and budget. TimeXtender does well at simplifying technical workflows with a low-code solution, allowing all user types to effectively use the software. Out of 23 respondents, not one cited usability issues for business users nor high complexity for administrators as problems encountered. The high level of automation, including real-time propagation of data changes through metadata management, surely helps projects stay on schedule. Furthermore, only 9 percent of users reported the cost of the software to be an issue, below the overall survey average of 17 percent. This year, TimeXtender achieved a top-three placement in the *Project Success* KPI with a score of 9.4/10.

Project Success – Leader

Peer group: Data Warehouse Automation

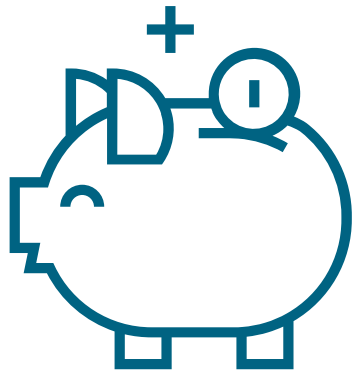| Product	Score
Datavault Builder	10.0
AnalyticsCreator	9.5
TimeXtender	9.4
SAP Datasphere	7.3
Peer Group Average	7.2
SAS Data Mgmt.	6.9
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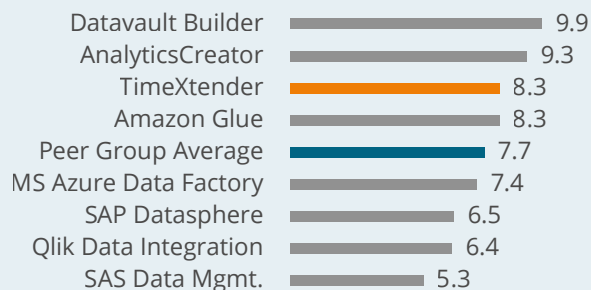
Price to Value & Recommendation

The *Price to Value* KPI is based on how users rate their tool in terms of price to value.

The *Recommendation* KPI is based on the proportion of users that say they would recommend the product to others.

Price to Value – Leader

Peer group: Data Warehouse Automation

Datavault Builder	9.9
AnalyticsCreator	9.3
TimeXtender	8.3
Amazon Glue	8.3
Peer Group Average	7.7
MS Azure Data Factory	7.4
SAP Datasphere	6.5
Qlik Data Integration	6.4
SAS Data Mgmt.	5.3

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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.

BARC Viewpoint

Price to Value

The *Price to Value* KPI is rated at 8.3/10, third in the *Data Warehouse Automation* peer group. Thirty-nine percent of respondents noted a good price-performance ratio as a reason to buy, a bit above average. Only nine percent of users reported the cost of the software to be an issue. TimeXtender's flexible month-to-month credit pricing system allows companies to pay based on their usage, keeping costs down. Each type of resource consumption has a credit rate associated with it. There is no subscription fee to use the software, but customers can qualify for a 20 percent annual discount if they use a certain number of credits over the course of a year.
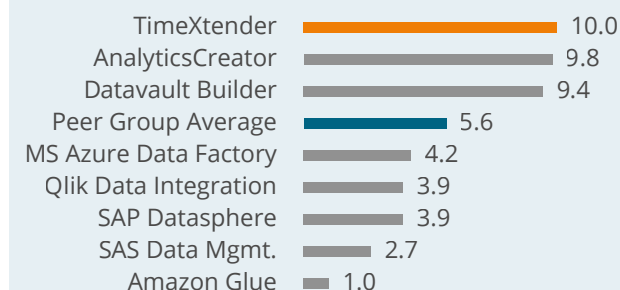
Recommendation

BARC Viewpoint

TimeXtender scored the number one *Recommendation* KPI with an incredible 10/10. Users have stated it is the "best tool for developing a data warehouse" and "it writes better code and is faster than the usual process." The significance of achieving the highest *Recommendation* KPI cannot be overstated, especially considering the average for the category was 5.6/10. The result speaks to how TimeXtender effectively handles data ingestion, transformation and warehousing for technical and business users at an affordable price.

Recommendation – Top-ranked

Peer group: Data Warehouse Automation

TimeXtender	10.0
AnalyticsCreator	9.8
Datavault Builder	9.4
Peer Group Average	5.6
MS Azure Data Factory	4.2
Qlik Data Integration	3.9
SAP Datasphere	3.9
SAS Data Mgmt.	2.7
Amazon Glue	1.0

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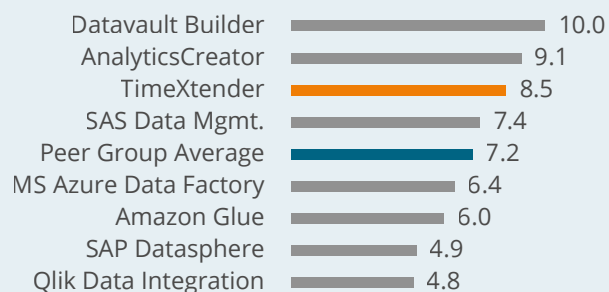
Vendor Support & Implementer Support
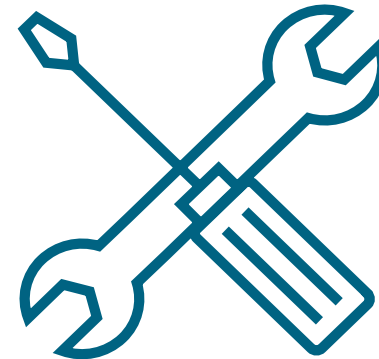
The *Vendor Support* KPI measures user satisfaction with the level of vendor support provided for the product.

The *Implementer Support* KPI measures user satisfaction with the level of the implementer's support for the product.

Vendor Support – Leader

Peer group: Data Warehouse Automation

Datavault Builder	10.0
AnalyticsCreator	9.1
TimeXtender	8.5
SAS Data Mgmt.	7.4
Peer Group Average	7.2
MS Azure Data Factory	6.4
Amazon Glue	6.0
SAP Datasphere	4.9
Qlik Data Integration	4.8

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BARC Viewpoint

Vendor Support

When a customer chooses TimeXtender, one of the vendor's partners manages the initial set-up and develops a data strategy with the customer. TimeXtender's Customer Success and Solution Specialist teams provide ongoing support through the initial and subsequent phases. The vendor also provides an online academy, certification programs and weekly blog articles to improve customers' software know-how, which is only an issue for 13 percent of respondents. This three-part system of support clearly provides sufficient resources to customers, while the ease of use of the software certainly helps to keep customer demand for support low. This helps explain why TimeXtender achieves a solid score of 8.5/10 on the *Vendor Support* KPI.
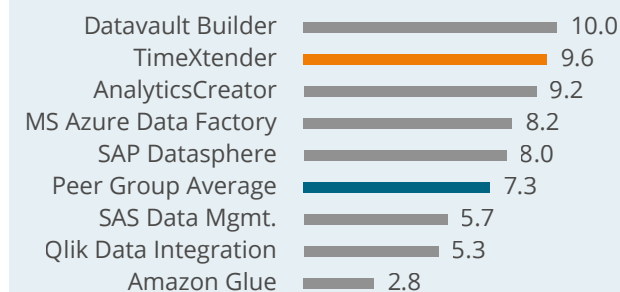
Implementer Support

BARC Viewpoint

In the *Data Warehouse Automation* peer group, TimeXtender earns the second-best *Implementer Support* KPI score of 9.6/10. TimeXtender's strong partnership model has produced excellent guidance during the initial implementation phase. The data strategy development demonstrates a successful approach to ensuring continued success beyond the development phase. Companies value TimeXtender's automation of processes related to building new data warehouses, migrating data into warehouses, and preparing data for analytics use cases that range from standard business intelligence to advanced machine learning. This automation helps them overcome a history of technical debt by increasing the efficiency of data pipeline management.

Implementer Support – Leader

Peer group: Data Warehouse Automation

Datavault Builder	10.0
TimeXtender	9.6
AnalyticsCreator	9.2
MS Azure Data Factory	8.2
SAP Datasphere	8.0
Peer Group Average	7.3
SAS Data Mgmt.	5.7
Qlik Data Integration	5.3
Amazon Glue	2.8

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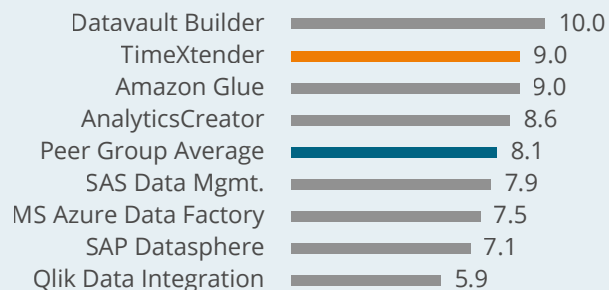
Product Satisfaction & Business Value

The *Product Satisfaction* KPI is based on the level of satisfaction with the product.

The *Business Value* KPI combines the *Business Benefits*, *Project Success* and *Project Length* KPIs.

Product Satisfaction – Leader

Peer group: Data Warehouse Automation

Datavault Builder	10.0
TimeXtender	9.0
Amazon Glue	9.0
AnalyticsCreator	8.6
Peer Group Average	8.1
SAS Data Mgmt.	7.9
MS Azure Data Factory	7.5
SAP Datasphere	7.1
Qlik Data Integration	5.9

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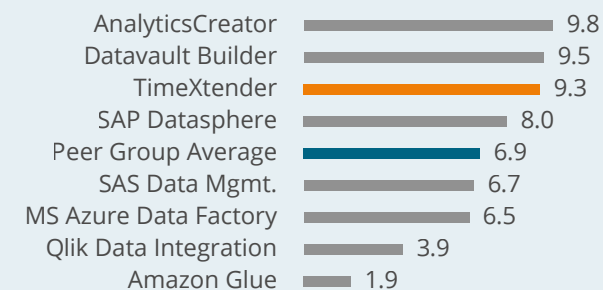
BARC Viewpoint

Product Satisfaction

TimeXtender customers are very satisfied with the product, earning it one of the top spots in the *Product Satisfaction* category with a KPI score of 9.0/10. This is due to a combination of factors. Clear use cases, an intuitive low-code interface and good interoperability with existing systems let customers implement solutions quickly. The transparent, flexible pricing system and multiple channels of support help keep customers happy. TimeXtender received above-average reviews in terms of satisfaction with the business and technical aspects of implementation as well as completion of projects within the allotted time and budget. TimeXtender does what it says it will and does it well.

Business Value

BARC Viewpoint

The *Business Value* KPI aggregates the *Business Benefits, Project Success* and *Project Length* KPIs. The well-above average *Business Benefits* and *Project Success* KPIs place TimeXtender in a leading rank in terms of *Business Value*. TimeXtender's affordability, close functional fit with use case requirements and ease of use for technical and business users are key factors lending to its leading *Business Value* KPI of 9.3/10.

Business Value – Leader

Peer group: Data Warehouse Automation

AnalyticsCreator	9.8
Datavault Builder	9.5
TimeXtender	9.3
SAP Datasphere	8.0
Peer Group Average	6.9
SAS Data Mgmt.	6.7
MS Azure Data Factory	6.5
Qlik Data Integration	3.9
Amazon Glue	1.9

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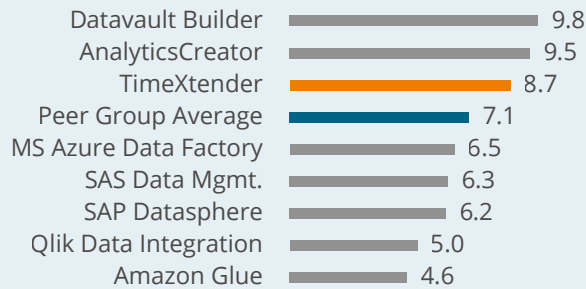
Customer Satisfaction & Time to Market

The *Customer Satisfaction* KPI combines the *Price to Value, Recommendation, Vendor Support, Implementer Support, Product Satisfaction* and *Sales Experience* KPIs.

The *Time to Market* KPI is based on how users rate their tool in terms of its efficiency and agility to adapt to new requirements.

Customer Satisfaction – Leader

Peer group: Data Warehouse Automation

Product	Score
Datavault Builder	9.8
AnalyticsCreator	9.5
TimeXtender	8.7
Peer Group Average	7.1
MS Azure Data Factory	6.5
SAS Data Mgmt.	6.3
SAP Datasphere	6.2
Qlik Data Integration	5.0
Amazon Glue	4.6

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BARC Viewpoint

Customer Satisfaction

The *Customer Satisfaction* KPI aggregates 8 KPIs, of which TimeXtender is above-average in 6: P*rice to Value, Recommendation, Vendor Support, Implementer Support, Product Satisfaction* and *Time to Market*. Notably, TimeXtender is the top scorer for the *Recommendation* KPI. The amount of functionality available through a simple interface has earned the data warehouse automation tool a powerful endorsement from its users. In this year's survey, TimeXtender has a *Customer Satisfaction* KPI of 8.7/10, a leading spot in its peer group.
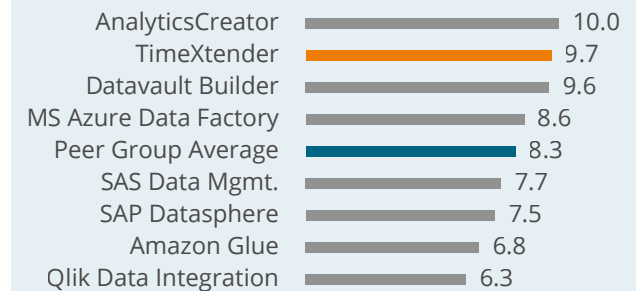
Time to Market

BARC Viewpoint

With a leading *Time to Market* KPI of 9.7/10, TimeXtender really does extend the customer's time by reducing effort. It offers straightforward integration with pre-existing systems and low complexity in administration and operation, illustrated by the fact that no respondents reported either as an issue. In fact, a notable 65 percent of customers reported connectivity to source and target systems as a major reason to buy the product. TimeXtender seems to excel at providing a capable tool that can be set up and solve problems quickly. The partner involvement with implementation and strategy likely provides a big boost to stay on track. TimeXtender also scored high ratings for completing projects on budget and within the specified timeframe.

Time To Market – Leader

Peer group: Data Warehouse Automation

Product	Score
AnalyticsCreator	10.0
TimeXtender	9.7
Datavault Builder	9.6
MS Azure Data Factory	8.6
Peer Group Average	8.3
SAS Data Mgmt.	7.7
SAP Datasphere	7.5
Amazon Glue	6.8
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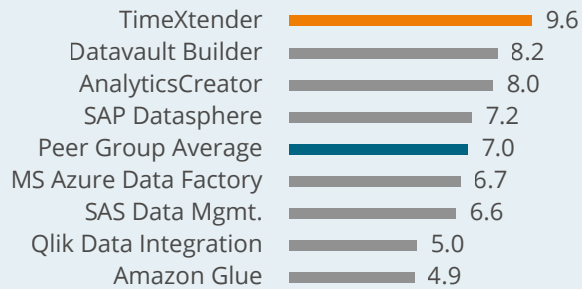
Ease of Use & Adaptability
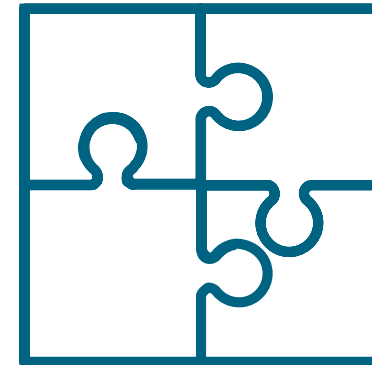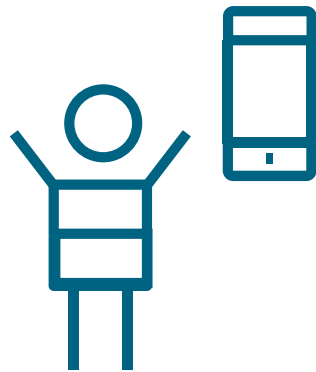
The *Ease of Use* KPI is based on how users rate their chosen product's usability.

The *Adaptability* KPI is based on how easily and efficiently users can customize their tool and integrate it into operational processes (other tools, technical infrastructure).

Ease of Use – Top-ranked

Peer group: Data Warehouse Automation

Product	Score
TimeXtender	9.6
Datavault Builder	8.2
AnalyticsCreator	8.0
SAP Datasphere	7.2
Peer Group Average	7.0
MS Azure Data Factory	6.7
SAS Data Mgmt.	6.6
Qlik Data Integration	5.0
Amazon Glue	4.9

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This chart represents the results for one KPI in one peer group and includes only a subset of the products featured in the survey.
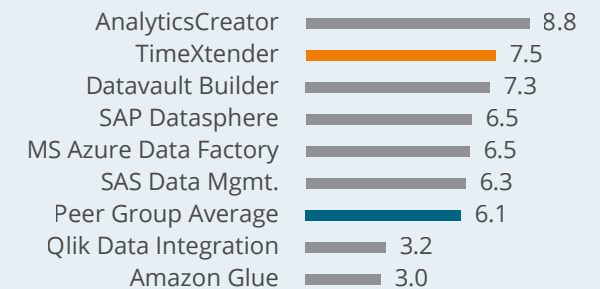
BARC Viewpoint

Ease of Use

Ease of Use has a profound effect on adoption and the continued use of a product. TimeXtender stands above its peers in its ability to empower users to create and maintain data lakes, warehouses and marts. The drag-and-drop interface allows non-technical people to access powerful functionality. Technical users, the majority of the user base, appreciate it as well. Training times are on the order of weeks rather than months. Topping its peer group once again this year, TimeXtender earned an excellent score of 9.6/10.

Adaptability

BARC Viewpoint

Adaptability describes the ability to react quickly and reliably to new requirements and integrate them into corporate processes. TimeXtender's metadata approach lends it great flexibility to handle changes of connectors and targets. It considers itself source agnostic thanks to this ability and so fits well into existing systems in cloud, on-premises and hybrid environments. No survey respondents cited a lack of straightforward integration to an existing system as a problem with the software. In terms of functional adaptability, it does have an SQL option for more complicated queries and transforms. TimeXtender earned an above-average 7.5/10 in the *Adaptability* KPI, ranking second in its peer group.

Adaptability – Leader

Peer group: Data Warehouse Automation

Product	Score
AnalyticsCreator	8.8
TimeXtender	7.5
Datavault Builder	7.3
SAP Datasphere	6.5
MS Azure Data Factory	6.5
SAS Data Mgmt.	6.3
Peer Group Average	6.1
Qlik Data Integration	3.2
Amazon Glue	3.0

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User Experience and
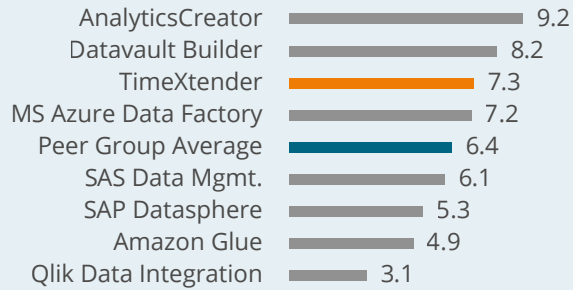# Development & Content Creation

The *User Experience* KPI combines the *Ease of Use, Adaptability, Deployment & Operations* and *Development & Content Creation* KPIs.

The *Development & Content Creation* KPI is based on the level of support provided by the tool for development and content creation.

User Experience – Leader

Peer group: Data Warehouse Automation

AnalyticsCreator	9.2
Datavault Builder	8.2
TimeXtender	7.3
MS Azure Data Factory	7.2
Peer Group Average	6.4
SAS Data Mgmt.	6.1
SAP Datasphere	5.3
Amazon Glue	4.9
Qlik Data Integration	3.1

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BARC Viewpoint

User Experience

The *User Experience* KPI aggregates the *Ease of Use, Adaptability, Development & Content Creation* and *Deployment & Operations* KPIs. TimeXtender has leading positions in the first three of these KPIs, resulting in an above-average aggregate score of 7.3/10. Its strength comes from the ease of use of the platform which can connect to any variety of sources. The platform has a multi-faceted support system including partners, the Customer Success and Solution Specialist teams, and online tutorials.
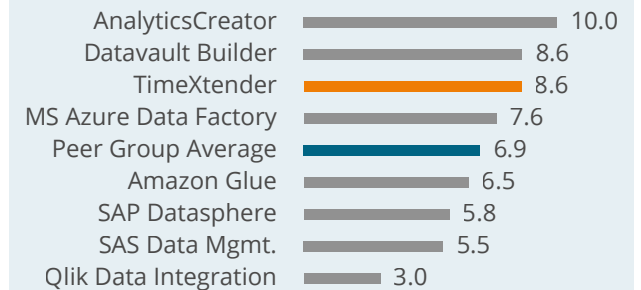
Development & Content Creation

BARC Viewpoint

TimeXtender's score of 8.6/10 for the *Development & Content Creation* KPI is well above average. Development refers to the ability of the technical users to design, build and configure pipelines in TimeXtender. Its capabilities for managing metadata, re-using pipeline artifacts, integrated testing, software versioning and multi-user support contributed to this strong score. These capabilities help simplify data pipeline management across hybrid and heterogeneous environments.

Development & Content Creation – Leader

Peer group: Data Warehouse Automation

AnalyticsCreator	10.0
Datavault Builder	8.6
TimeXtender	8.6
MS Azure Data Factory	7.6
Peer Group Average	6.9
Amazon Glue	6.5
SAP Datasphere	5.8
SAS Data Mgmt.	5.5
Qlik Data Integration	3.0

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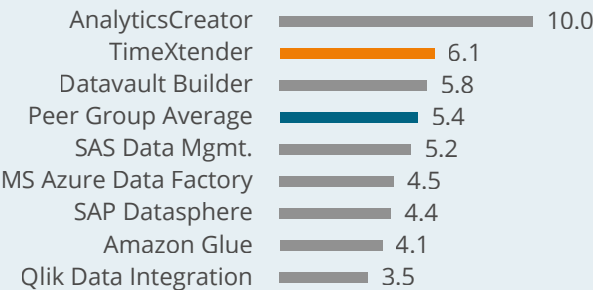
Competitive Win Rate

This KPI is based on the percentage of wins in competitive evaluations.

Competitive Win Rate – Leader

Peer group: Data Warehouse Automation

Product	Score
AnalyticsCreator	10.0
TimeXtender	6.1
Datavault Builder	5.8
Peer Group Average	5.4
SAS Data Mgmt.	5.2
MS Azure Data Factory	4.5
SAP Datasphere	4.4
Amazon Glue	4.1
Qlik Data Integration	3.5

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BARC Viewpoint

TimeXtender's rating in the *Considered for Purchase* KPI is below average, but the provider scores significantly better in the *Competitive Win Rate* KPI. Despite having a global presence with over 3,300 customers, TimeXtender's market visibility appears limited, especially when pitted against industry giants such as Oracle, Microsoft, SAP or data integration players like Talend and Informatica. TimeXtender, as a specialized provider of data warehouse automation, encounters stiff competition from these major players, all of whom have extensive market reach and strategic collaborations. This backdrop highlights TimeXtender's challenges in attracting new customers to consider its product. However, a commendable rating of 6.1/10 in the *Competitive Win Rate* KPI indicates that once the vendor gets a foot in the door, it stands a solid chance of securing the contract.

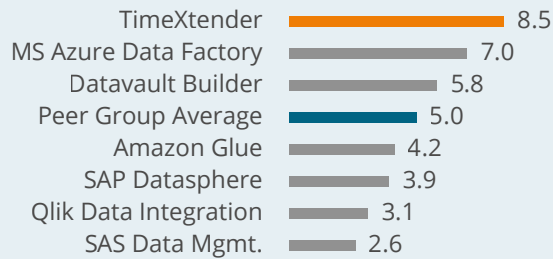# Connectivity & Platform Reliability

The *Connectivity* KPI is based on how users rate their tool in terms of connectivity to data sources/targets and interfaces to integrate in ecosystems.

The *Platform Reliability* KPI is based on how users rate their tool in terms of platform reliability (i.e., stability, functional reliability, monitoring capabilities).

Connectivity – Top-ranked

Peer group: Data Warehouse Automation

TimeXtender	8.5
MS Azure Data Factory	7.0
Datavault Builder	5.8
Peer Group Average	5.0
Amazon Glue	4.2
SAP Datasphere	3.9
Qlik Data Integration	3.1
SAS Data Mgmt.	2.6

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BARC Viewpoint

Connectivity

Connectivity is one of the most important KPIs in this survey as it is vital to be able to extract technical metadata and data from various sources and get them integrated in the overall data ecosystem. In fact, 65 percent of customers cited 'connectivity to source and target systems' as a key reason to buy the product. TimeXtender is able to access a wide variety of source systems and formats, which is a key requirement for data warehousing in a heterogeneous data landscape. Its support for over 230 different data sources really pays off here, giving users access to powerful components for data modeling and movement. Users like that and score TimeXtender well above average with 8.5/10 in the *Connectivity* KPI.
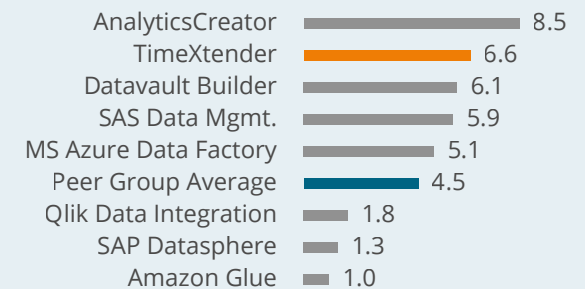
Platform Reliability

BARC Viewpoint

A tool brings benefits if it works reliably and is always available. Tool failures are not only annoying, but they can also lead to time-consuming troubleshooting or even threats to the business. This KPI indicates how robust and stable the tool is in everyday use, and therefore how reliable it is. TimeXtender provides plenty of features to improve reliability. For example, errors generated by the software or by underlying platforms can be logged and analyzed from the point of failure. TimeXtender can send error notifications by email and allows users to roll back changes. User are satisfied with the functionality on offer and rate TimeXtender at 6.6/10 in the *Platform Reliability* KPI.

Platform Reliability – Leader

Peer group: Data Warehouse Automation

AnalyticsCreator	8.5
TimeXtender	6.6
Datavault Builder	6.1
SAS Data Mgmt.	5.9
MS Azure Data Factory	5.1
Peer Group Average	4.5
Qlik Data Integration	1.8
SAP Datasphere	1.3
Amazon Glue	1.0

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BARC is one of Europe's leading analyst firms for business software, focusing on the areas of data, business intelligence (BI) and analytics. The company was founded in 1999 as a spin-off of the chair of Business Administration and Information Systems at the University of Würzburg, Germany. Today, BARC combines empirical and theoretical research, technical expertise and practical experience, and a constant exchange with all market participants to provide market-leading research publications, events and advisory.

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